

VENTURE VORTEX IN THE NEWS

Venture Vortex Announces New Site to Fuel Smarter Start-ups

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NEW YORK--(BUSINESS WIRE)--March 15, 2000--VentureVortex, Inc.
(<http://www.venturevortex.com>) *data*

announced plans to launch the next generation of online communities for entrepreneurs and the venture capital industry in April 2000. The Vortex site is designed to help people dramatically compress the time it takes to plan, fund, staff and scale start-ups in the Internet or Hi-Tech market spaces. The company freely acknowledges that it plans to "slipstream" in the wake of the demand and online traffic created by small business portals such as Allbusiness.com, which recently was acquired by NBC Internet for \$225 million. But the key difference, according to CEO, Garnet Heraman, "is that the company aims to make venture creation a frictionless experience via its online strategy of educate, execute and interact."

The Venture Vortex online strategy -- educate, execute and interact -- follows organically from the focus on eliminating the friction in company building. To educate, the company's Venture Roadmap lets entrepreneurs rapidly identify action items necessary for launching a robust start-up. The company already has strategic content partnerships with some of the nations leading online entrepreneurial and venture capital foundations. This content ensures that site users have access to the highest quality information including materials written by entrepreneurs for entrepreneurs, daily business news, real-life solutions to finding investors and raising capital, abstracts, market research and support programs on entrepreneurship.

To execute, VentureVortex's affiliate program allows entrepreneurs to seamlessly connect to a select group of premium e-commerce partners in all areas relevant to launching a venture, including business planning, marketing, investment, human resources and infrastructure. And to interact, the company's VentureBuilder tool set allows people to use this new insight to connect online with Venture Vortex community members to cluster resources around innovative ideas and technologies.

Other innovative site features for Venture Vortex 1.0 include:

- My Ventures and Venture Dashboard

My Ventures lets users organize and streamline all ventures in which they're

involved, while Venture Dashboard lets them control a single venture within the site.

- Venture Partner Q+A

The Q+A feature allows service provider partners to leverage expertise for the benefit of the community and their own client development goals.

Questions submitted are received by Vortex in-house moderator and are filtered to assure quality control. Partners then answer questions usually within 24 hours.

The next version of the site will include online collaboration tools that enable both entrepreneurs and investors to execute more complex mission critical tasks, such as doing due diligence and building management teams. "In the future," Heraman noted, "Venture Vortex will continue to perfect the concept of frictionless venture creation by closing on its own private equity fund to invest in promising opportunities incubated in the expanding online community."

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